



Summer Meals Newsletter

OCTOBER 2015

SUMMER 2015 WAS A WIN!
TIME FOR NEXT YEAR'S PLANNING TO BEGIN!

Reaching Tribal Youth

State agencies are required to identify Indian tribal territories that qualify for the Summer Meals Program. USDA-FNS encourages sponsors to join State agencies in their effort to reach more children in tribal communities by:

- Working with Tribal Leaders to identify community agencies willing to host sites.
- Coordinating outreach efforts with trusted organizations already serving the tribal community.
- Providing ready-to-use outreach materials Tribal Leaders can share with families.
- Asking the community for input on the meal service and site activities.

For more information, please see: http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Tribal_Youth.pdf

Upcoming Food, Research & Action Center Calls

October 1st, 1:00 PM EST

FRAC: Engaging Elected Officials

http://org2.salsalabs.com/o/5118/p/salsa/event/common/public/?event_KEY=78243%20

November 5th, 1:00 PM EST

FRAC: Building a Summer Meals Workgroup

http://org2.salsalabs.com/o/5118/p/salsa/event/common/public/?event_KEY=78245

Catch up on USDA's Summer Meals Webinars by following the link below!

<http://www.fns.usda.gov/sfsp/2015-summer-meals-webinars>

Engaging Public Officials

Elected officials play an important role in supporting the Summer Meals Program. When working with public officials, it's important to ask for a commitment early - calendars fill up fast, especially during an election year! Sponsors can ask elected officials to support the Program in a number of ways:

Motivate!

- Set a threshold for increasing participation.
- Issue a Summer Meals Proclamation.
- Send mailings to constituents to raise site awareness.
- Start a "Summer Meals Challenge," encouraging other elected official support.

Advocate!

- Speak at a Summer Meals Kick-Off Event.
- Promote the Program in public speeches.
- Write a Letter to the Editor or Op-Ed promoting the Program in the local newspaper.

Participate!

- Pledge to tour a number of Summer Meal sites.
- Participate in one or more Kick-Off events.



For more tips, check out the "Summer Meal Champions" pages of the Summer Meals Toolkit: <http://www.fns.usda.gov/sfsp/summer-meals-toolkit>

Site Outreach Strategies

Great sponsors know that planning for Summer is a year-round effort. October is the perfect time to start recruiting sites for next year! Sponsors can use the following strategies to get a jump-start on their site recruitment efforts for 2016.

Mass Mailings

Sending a form letter, via electronic or traditional mail, allows sponsors to reach many potential sites in a short amount of time. The letter should include general information about Summer Meals, describe the importance of the Program to the community, and explain how organizations can get involved.

Specialized Mailings

Sponsors can send personal, targeted letters to previous site managers, thanking them for their participation and encouraging them to stay involved in 2016. Sponsors may also use a special mailing to update returning site managers on any important policy or Program changes.



Traditional Media

Local newspapers, television stations, and radio shows are great places to conduct site outreach. Reporters can help sponsors by “advertising” upcoming outreach meetings on the evening news or by writing op-eds encouraging organizations to become involved. Sponsors can also pitch a story about a “Summer Success” from 2015, helping to raise awareness of the Program and motivate community organizations to host their own sites next summer.



Social Media

Sponsors may reach out to community members with large “followings” on Facebook, Twitter, and other social media sites when planning their site recruitment strategy. School superintendents, local governments, and other community leaders may help with recruitment by sharing information, posting links, and encouraging their friends and followers to support Summer Meals.

Community Calendars

Web-based calendars and newsletters are great places to promote Summer Meal events and post site recruitment information. Most print and television media outlets have these resources publicly available online. Sponsors should look for a “submissions” box or contact the page coordinator to share information about their Program.

Neighborhood Meetings

Attending local events related to fighting poverty and hunger or improving the wellbeing of children are ideal places for site recruitment. Sponsors can run a “Site Recruitment” table, post flyers throughout the venue, and encourage attendees to become involved with the Program during down time.



For more tips, check out the Site Recruitment Strategies Toolkit Page: http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Site_Recruitment.pdf